

# AMIE XU

Graphic & Experiential Designer  
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## WORK EXPERIENCE

### Marvell Technology, Santa Clara, CA

#### Graphic Designer II

June 2023 – Present

- Progressed from **intern to Graphic Designer II in under two years**, expanding into lead ownership of conference identity, environmental graphics, and employee experience design within Marvell's in-house Brand & Creative team.
- Led CONNECT USA 2025 as the **main designer** for a **three-city conference tour** across Irvine, Burlington, and Santa Clara, creating a scalable event system across environmental graphics, wayfinding, app branding, swag, marketing materials, technical posters, demo areas, and attendee touchpoints. The tour supported **150 attendees in Irvine, 280 attendees in Burlington, and 1,200 attendees in Santa Clara**, with **43 total technical posters** and **8 demo booths** across the full rollout.
- **Directed visual identity and signage planning** for Marvell Leadership Conference 2025 at Terranea Resort, supporting **162 executive attendees** across wayfinding, activity collateral, environmental graphics, and a 10x20 ft registration desk.
- **Served as the sole designer** for Women@Marvell RENEW Conference 2026, a **three-day North America gathering** for **380 employees across 17 sites**, creating the full conference identity across signage, workshop materials, and environmental touchpoints.

### Protiviti, San Ramon, CA

#### Brand & Creative Design Intern

June 2022 – July 2022

- Developed Protiviti's **first branded Instagram GIF sticker set** during a four-week sprint, reviewing 10 competitors, proposing 32 concepts, and designing **12 final animated stickers** using Illustrator and After Effects.

### UCLA Institute of Transportation Studies, Los Angeles, CA

#### Graphic Designer

February 2021 – June 2023

- Developed branding, editorial systems, digital graphics, and motion assets for UCLA ITS and the UCLA Lewis Center, supporting research communications, public events, and academic publications.
- Designed **5+ policy briefs per month** and event graphics for InterActions LA and the UCLA Lake Arrowhead Symposium, translating transportation research into accessible layouts for academic, public-sector, and policy audiences.

## LEADERSHIP & COMMUNITY

### Marvell Early Career Network, Co-Founder & Lead

Co-founded and currently lead a **135-member early-career community** at Marvell, organizing programming including a **50+ attendee opening social**, 23-attendee board game night, coffee breaks, and a 50-attendee off-site gathering across venue coordination, communications, and attendee experience.

## SKILLS

**Brand & Experience:** Experiential design, conference identity, environmental graphics, wayfinding, event systems, employee experience, motion design, editorial design, visual systems, illustration

**Production:** Large-format signage, vendor handoff, print production, swag, presentation design

**Tools:** Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Figma, Blender, Unity

## EDUCATION

### University of California, Los Angeles

B.A. in Design Media Arts, Minor in Cognitive Science • Magna cum laude